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Magalie Roman Salas
Office of the Secretary
Federal Communications Commission
445 12th Street, S.W.
Room TW B-204
Washington, DC 20554

Dear Ms. Salas:

Enclosed is an original and four copies of StarBand Communications Corporation's comments in the matter of CC Docket No. 98-146 Third Notice of Inquiry.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Allyson', followed by the printed name 'L. Allyson Adamson'.

Enclosures

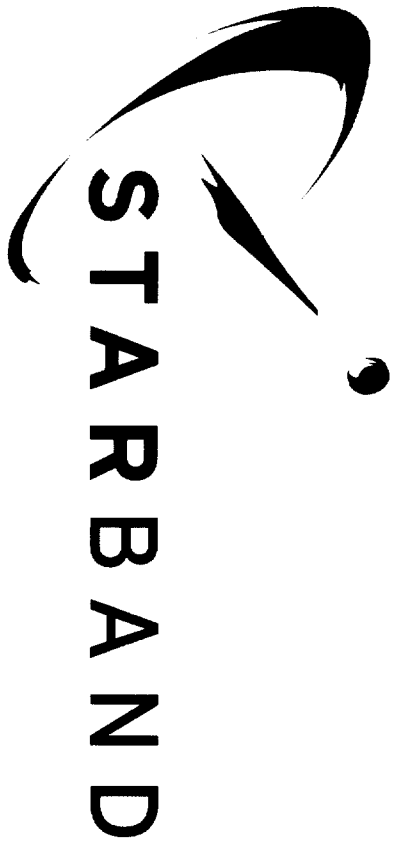
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FCC Presentation

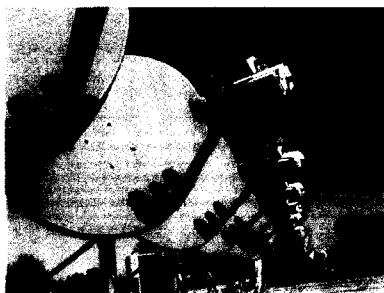
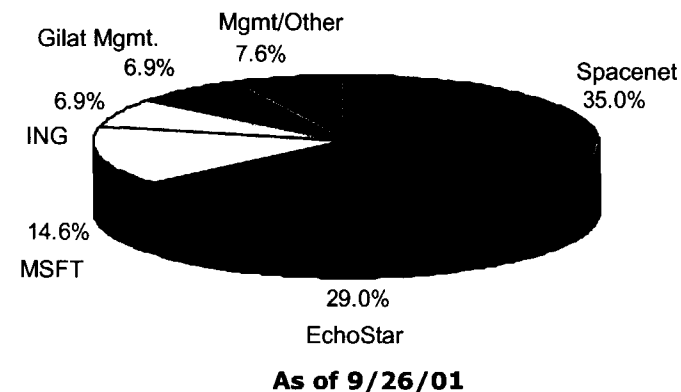
September 2001

About StarBand

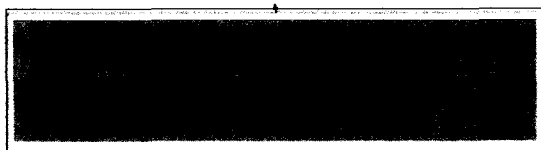


Company headquarters located in McLean, VA

- StarBand founded in January 2000 by Gilat Satellite Networks with EchoStar Communications and Microsoft Corp
- Launched service in November 2000



- Operating two Network Operation Centers
 - Marietta, GA
 - McLean, VA
- Customer Care Center in Marietta, GA



- EchoStar announces additional \$50 million investment in StarBand and commits to StarBand satellite (July 11, 2001)

Benefits



Satellite platform allows immediate nationwide coverage

- Any location with a clear view of the southern sky
- 90% of single family homes in continental United States

End-to-end control from single provider-no interconnections

- Total control of user's quality of service from a single point

Highly scalable infrastructure

- Cost per subscriber decreases as subscriber base grows
- Bandwidth added centrally for nationwide access

Utilizes existing satellite capacity

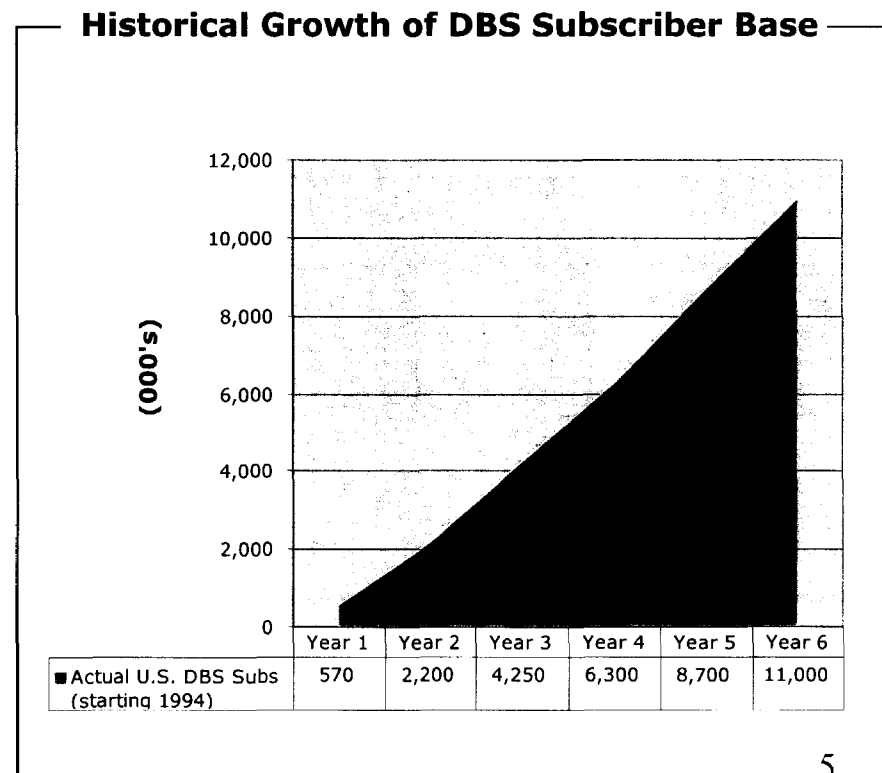
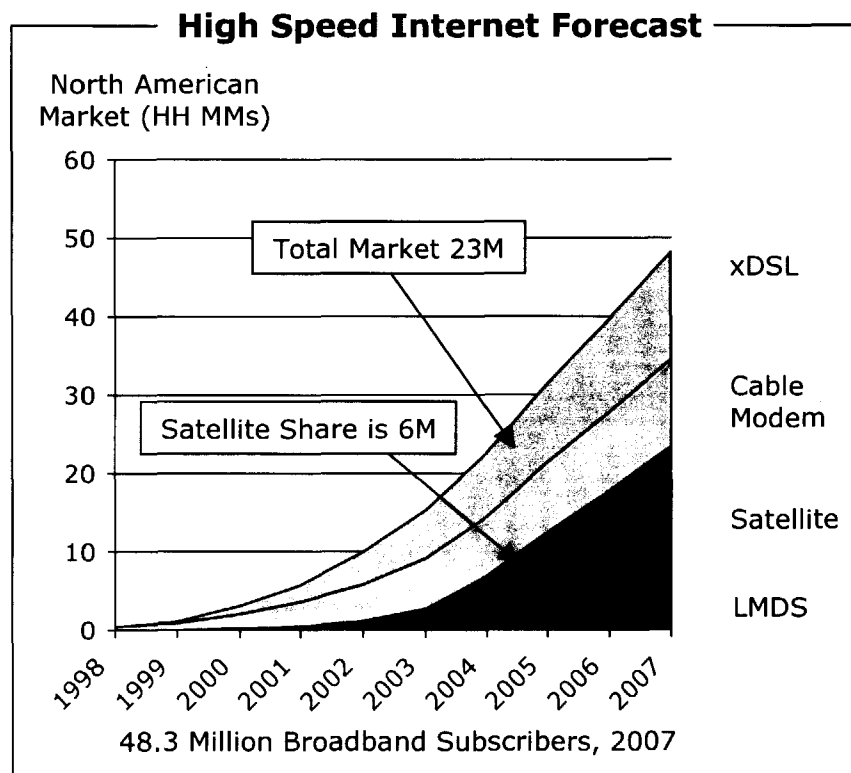
Single dish receives StarBand services and satellite TV

Market Overview

High-Speed Internet Demand



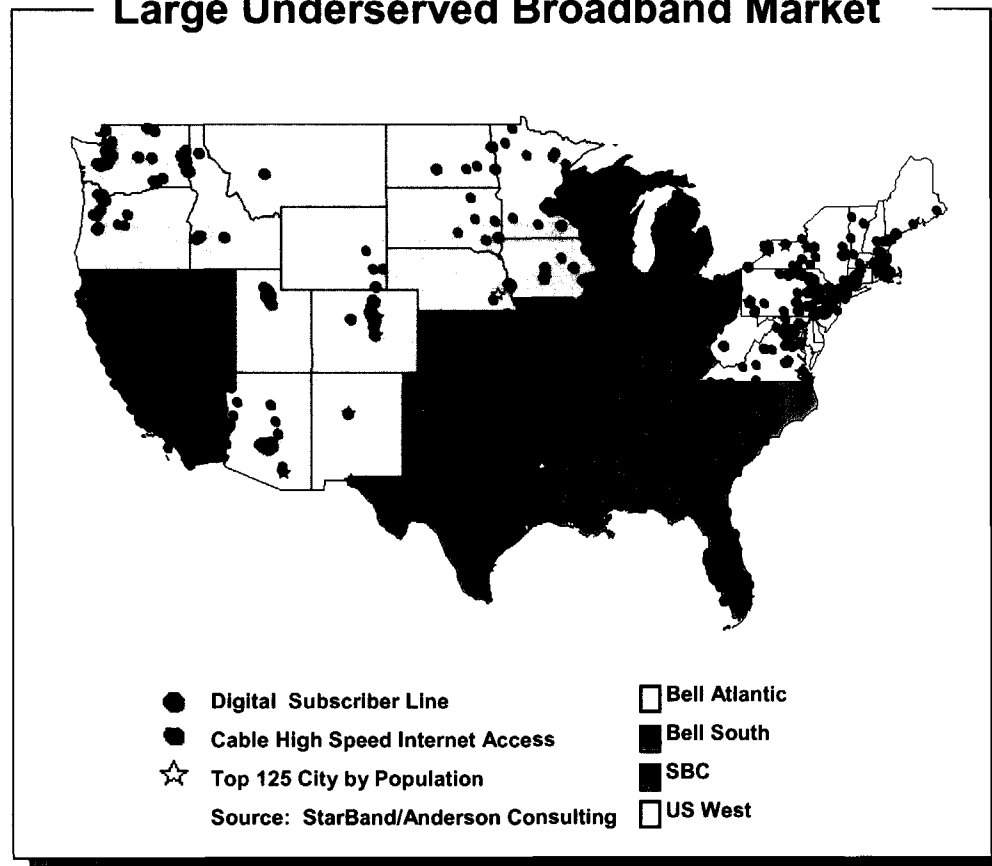
- High-speed Internet demand is large and growing
- Consumer and home office represents largest potential market segments
- Potential growth curve tracks early DBS success



Market Definition and Opportunity



Large Underserved Broadband Market



- Initial Product Launch (Nov. 2000)
 - Over 50 million homes in the US are without access to high-speed Internet Service
 - Over 4 million homes in the U.S. are without a flat-rate ISP
- Compete with cable and DSL by leveraging the "mega-high speed" Carousel features and DBS bundle
- Establish StarBand as a "mainstream" standard high-speed Internet delivery platform

Indian Nations Project



From the bottom of the Grand Canyon ...



Satellite Delivered To Havasupai Tribe

- **120 systems installed in Arizona, Utah and New Mexico last October 2000 in partnership with Northern Arizona University (NAU)**
- **Navajo Nation: Providing service to all 110 Navajo Chapter Houses which serve as community and government centers**
- **Hopi: Serving the First Mesa Police Station to provide connectivity to the FBI National Crime Center**
- **Havasupai: Providing long distance classroom connectivity to NAU to enable Head Start teachers to meet federal requirements that all teachers acquire certification**

StarBand 2001 Distance-Learning Initiative



To above the Arctic Circle.

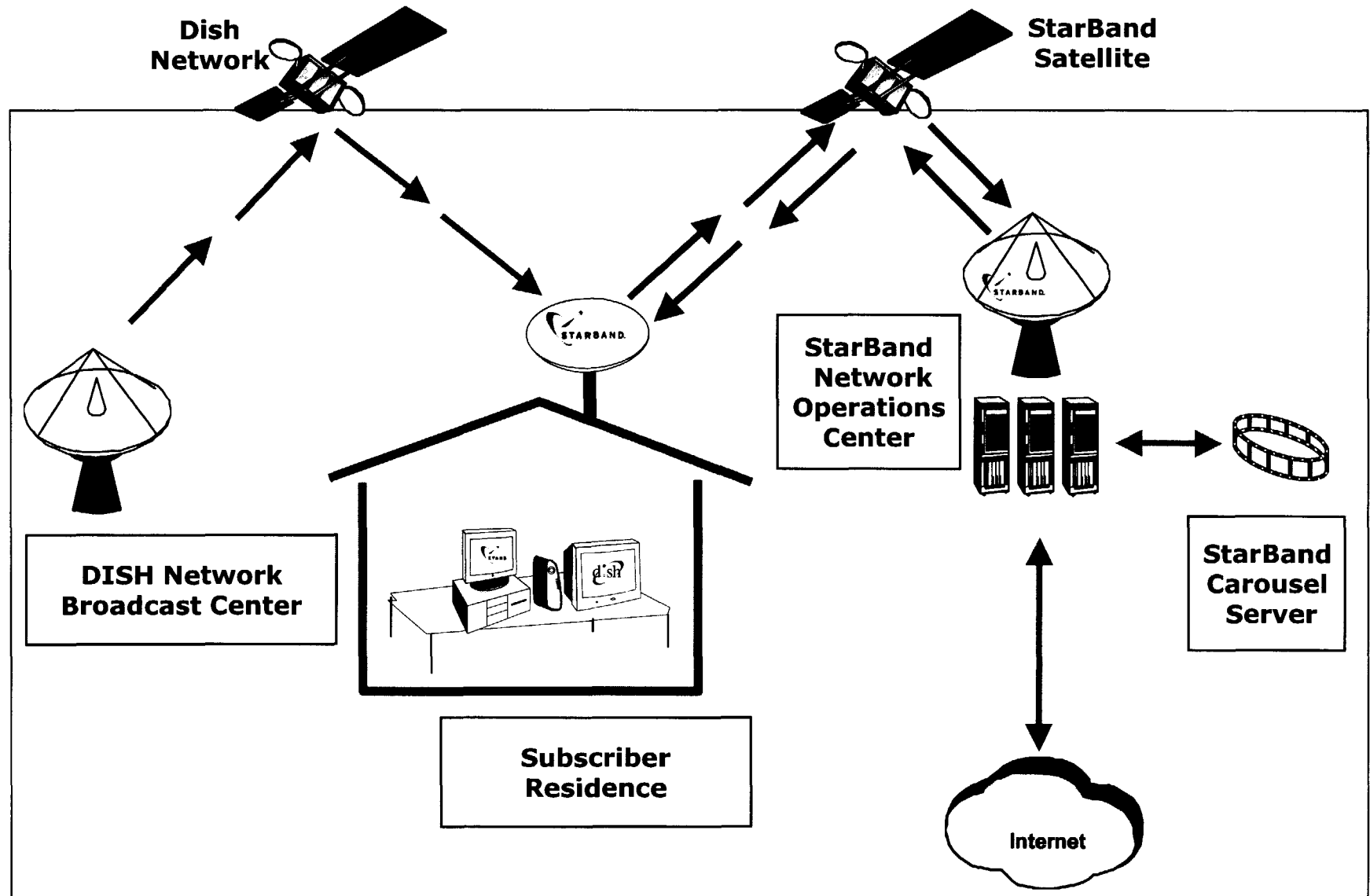
Objective:

- To provide remote or disenfranchised communities with the tools to create or expand Distance Education Programs.
 - Ensure that all students, regardless of geographical location, have access to equal educational opportunities.
- Officially launched in Alaska May 2001 in partnership with The University of Alaska.
- Alaska sites include:
 - Ilisagvik College in Barrow
 - Sheldon Jackson College in Sitka
 - Public Library in Hollis, Prince of Wales Island
 - Klowack Elementary School, Prince of Wales Island



StarBand Product and Service Overview

Highspeed Architecture

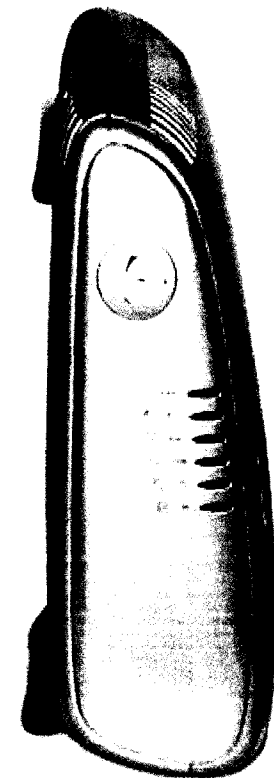


StarBand Model 360 Satellite Modem™



Service Features and Benefits

- Released June 18, 2001
- Third-generation of always-on, two-way, high-speed delivery of the Internet
- USB or Ethernet interface
- Compatible with four Operating Systems
 - (Windows 98, 98SE, Win2k and Me)
- Hardware packaged in a very small case
(8 ½" x 8 ½" x 3")
- 500 kbps downstream and 40-60 kbps upstream during off-peak hours
- Multicast Enabled
 - 3 Mbps to all customers – overlay to browsing BW
 - Next generation up to 48 Mbps by 2002
- Supports 10 e-mail accounts
- Includes latest software acceleration technology



Suggested Retail Pricing

- **Indoor and outdoor hardware \$499**
- **Professional Install \$199**
- **Internet Service \$69.⁹⁹/month**
- **Bundled service with 150 channels of DISH TV - \$99/month plus \$50 for additional outdoor hardware**

StarBand Distribution

Distribution Channels



Echostar and DISH

- Establishing StarBand as the first bundled satellite "Always-on Internet/Entertainment" solution
- Retail channel of up to 23,000 Dealers
- Access to 6 million subscribers, growing at a rate of 150K monthly (over 2/3^{rds} of DTH industry net adds in 2Q'01)
- Key StarBand Strategic partner and investor



NRTC

- 1,000 Rural Telcos and Utilities
 - Customer base over 20MM
 - Proven DTH capabilities with over 1 million DirecTV acquired customers
- Service Launched on August 23rd
- Utilities seeking an DTH/High Speed Internet solution due to:
 - Sale of DirecTV franchise to Pegasus
 - Improved economics vs. DSL buildouts



Distribution Channels

MSN/RadioShack

- MSN 'Store within a Store'
 - o Nationwide reach
 - o Up to 5,000 stores to have in-store demo by year-end
 - o Compaq PC packaged offer
 - o Moving to Model 360



PRIMUS

- 15,000 sales agents nationwide
- Focus on SOHO market
- Full service rollout in 4Q'01



Summary



*America's first consumer
two-way, always-on, high-speed
satellite Internet service.*

- **Creating a new industry and a new category**
- **Satellite technology at its best:**
 - Ubiquity, independence, availability, and multicasting
 - *Unique and proven "last inch" solution*
- **Bridges the "accessibility" divide**
- **Unique subscriber experience**

Quotes From The Media ...



The Mercury News
The Newspaper of Silicon Valley

"It's simply incredible..."
01/05/01



"...we are delighted with
StarBand's performance." 12/11/00

PC WORLD.COM

"Bandwidth from the heavens."
02/01



"...it's a gift from the heavens."

"The contractors had the system up and
running in less than three hours."
04/26/01



"...millions of Americans are
going to love StarBand for one
simple reason: They can get it."

"StarBand, an absolutely superb
offering..." 05/06/01



"I hadn't expected that kind
of performance and was
very impressed." 01/19/01



Formerly Time Digital

"A heavenly connection." 04/01

"If you can't get DSL or cable
access, StarBand is a terrific
way to enjoy high-speed Internet
access." 03/01

